



Transforming enterprise mobility in the office and on the go.

Intel® Centrino™
mobile technology.

Solutions for
large business



MOBILE
TECHNOLOGY

Intel's award-winning technology is leading the unwired revolution.

"Centrino's power-thrifty Pentium M chip from Intel drives a new generation of fast laptops with better battery life. What's more, its radio link turns wireless networking into a standard notebook feature. That's triggering the explosive growth of Wi-Fi hot spots."

BusinessWeek, December 2003: "The Best Products of 2003"

"...allows companies to create notebook computers with superior speed and outstanding battery life...that are ready for wireless access out of the box. Centrino also helped fuel the wireless networking boom this year, a trend that's dramatically changing computing habits for on-the-go users."

Popular Science, December 2003: "Intel® Centrino™ mobile technology awarded Best of What's New Award Featuring the Top 100 Tech Innovations"

"'M' is for muscle — or at least it should be. While the descriptive consonant in Intel's Pentium M CPU really denotes 'mobile,' this processor's muscular performance is what pushed it to the top of our list."

Computer Shopper, November 2003: "Product of the Year"

Intel Centrino mobile technology — specifically built for wireless mobility.

“Compared to our previous generation notebooks, Intel Centrino mobile technology gives us leaps and bounds more processing power, it’s thinner, it’s 2.5 pounds lighter, and there are no extra cables. I can’t imagine having to go back.”

Benjamin Fertic, Vice President of Information Systems, Ironman Properties



MOBILE TECHNOLOGY

**Intel® Centrino™ mobile technology boosts
user productivity and lowers notebook TCO.**

Intel® Centrino™ mobile technology is designed to help your enterprise take full advantage of the benefits of wireless mobility. It's the first integrated CPU-chipset-wireless LAN solution from Intel, designed from the ground up for new levels of mobile performance. Intel Centrino mobile technology enables an unprecedented combination of extended battery life, breakthrough mobile performance

and integrated wireless local area network (WLAN) capability,* all available in a range of thinner and lighter designs. Notebooks based on Intel Centrino mobile technology will give your workforce new freedom to stay connected and take advantage of the extra efficiency gains wireless technology offers — enhancing employee productivity and lowering your notebook total cost of ownership (TCO).

Wireless mobility pays.

Enterprises that embrace mobility by providing notebook computers to their employees gain, in improved efficiency and effectiveness, an average of six hours per week of useful work per employee over those fixed to desktop PCs.¹

Mobility boosts productivity



Source: META Group, April 2004

Mobility on its own is a powerful differentiator for any business. Adding wireless connectivity to the mobile equation amplifies all the benefits by enabling users to do their work when and where it's convenient. In a recent survey, 57 percent of CIOs reported improved user satisfaction, while 40 percent noted streamlined processes and greater efficiencies when a wireless LAN is deployed.²

"In 1996, we had an inefficient, paper-based system and an enormous support staff to deal with it...By making intelligent investments in mobile computing and business process engineering, we have turned an immensely loss-making enterprise into a significant profit enterprise."

David Kendle, Director of Home Services, British Gas

Finding the right mobile mix.

As the cost gap between mobile PCs and desktop PCs narrows, notebook use is expanding deeper into the enterprise. Why? Due to productivity gains, payback on notebooks is dramatic and fairly immediate, for office workers as well as “road warriors.” According to Gartner, “If even a few hours of additional work per week are facilitated by a notebook, the annual difference in TCO between a notebook and a desktop is fully paid back.”³



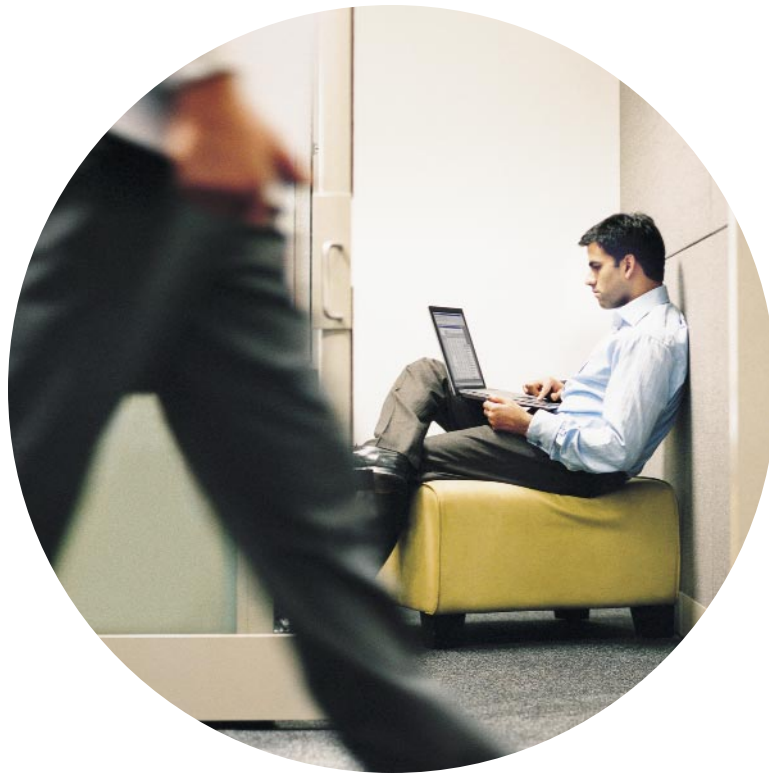
What's the right ratio of mobile to desktop PCs in your environment? Some analysts claim that an enterprise with less than 35 percent mobile users may not be receiving full capacity from their workers.⁴ You can begin to determine the right mix of mobile clients for

your enterprise by assessing your user types: Who will benefit from the additional flexibility and convenience of a notebook? Generally, if a user works away from the desk 20 percent of the time, a notebook is justified.³

How does Intel Centrino mobile technology increase enterprise productivity?

“Using Centrino mobile technology, our employees can connect and work anytime from nearly anywhere, using notebook computers that are light, fast and have long-lasting battery life.”

Zhou Liang Jun, Director of IT Planning and Control, Hua Wei Technologies, China



“When we first put in the WLAN, users said it was like having an extra 1.5 hours a week. ...If you look at the incremental cost of adding wireless, you only need 10 minutes of productivity a week to pay for it. The economics are so one-sided, it really makes sense to deploy wireless. This project was very gratifying as our users love it!”

David James Hrivnak, Mobile Product Manager, Eastman Chemical



Uncompromise.

Breakthrough mobile performance*

Intel Centrino mobile technology uses a new CPU — based on a mobile-optimized microarchitecture — to execute instructions faster, for outstanding mobile performance at lower power. It offers the performance headroom to support not only today's software, but also tomorrow's, providing increased return on your investment. And with a 2MB power optimized L2 cache, off-chip memory accesses are reduced, increasing processor efficiency.



Unstress.

Enables extended battery life*

Enhanced Intel SpeedStep® technology with multiple voltage and frequency operating points, intelligent power distribution, and power-optimized logic enable more focused and efficient power usage. The integrated chipset and wireless components also include power-saving features to enable extended battery life even as mobile performance and capabilities increase. This allows users to stay productive longer, wherever they are.



Untangle.

Integrated wireless LAN capability*

Intel Centrino mobile technology enables users to stay connected both in and out of the office, with Wi-Fi CERTIFIED* wireless LAN support for single band 802.11b, single band/dual mode 802.11b/g, and dual band 802.11a/b.™ Industry standard wireless LAN security support (such as 802.1X, WEP, WPA, AES†) is available,§ as is support for Cisco* Compatible Extensions (such as LEAP and CKIP).§



Unburden.

Thinner, lighter designs

Intel Centrino mobile technology uses Intel® Mobile Voltage Positioning to lower thermal design power and enable higher mobile performance in thinner, lightweight notebooks. With Micro FCPGA and FCBGA packaging technology, it fits into a broad range of sleek and innovative new designs that are easy to carry. This means increased choice of style, enterprise scalability and ultimately, a better and more productive end-user experience.

How does Intel Centrino mobile technology lower your TCO?

Total cost of ownership includes capital costs, technical support costs, administration costs and end-user operations/downtime. Intel Centrino mobile technology works across all of these to help IT departments drive down notebook TCO.



“Because Centrino will be a long-lived platform that will enable organizations to forego some of their normal image qualification, there is a savings to be gained by moving to the new platform. Centrino can contribute substantially to image management savings.”

IDC, January 2003: “Untethered Computing: Feasible, Economic, and Desirable”

Platform Stability

Intel Centrino mobile technology is designed to provide at least 12 months of stability without requiring changes on the board or the IT software image. This allows you to qualify the platform once and deploy it repeatedly, without requalifying the image. In addition, Intel® Stable Image Technology enables simple chipset hardware changes without triggering the “new hardware found” message — eliminating automatic and unnecessary requalification. Intel’s commitment to stability means more predictability, helping you to more effectively plan and manage the PC lifecycle, and reduce your administration and support costs.

“Because notebook prices had fallen and the technology advanced so rapidly, we could move to an 85 percent notebook deployment in 2002/2003 for essentially the same cost as our 1999/2000 PC refresh when only 30 percent of our users were on notebooks.”

Tracy Teich, Business Information Systems Director, Dow Chemical



Platform Validation

Extensive validation has always distinguished Intel processors. Now, that same rigorous validation has been extended to all three components of Intel Centrino mobile technology. The benefits are optimal interoperability and compatibility across the CPU, chipset and wireless LAN connection — which can reduce IT costs and help end users stay productive. The benefits of this extensive validation are diminished, however, if you select a platform that does not use all of the Intel Centrino mobile technology components, for example, one that uses a third party wireless LAN solution.

Wireless Verification Program

Intel has worked with leading wireless LAN service providers to proactively verify interoperability with their wireless LAN networks, in order to enhance your Intel Centrino mobile technology wireless experience at verified hotspots.* This verification means that the hotspots have been tested by the service providers to work with common notebook configurations.* This effort encompasses more than 30,000 hotspots worldwide, and more than 108 service providers. The aim is to not only enhance your wireless experience when using an Intel Centrino mobile technology-based notebook, but also to decrease support calls and user downtime.

Security support.

“With Intel Centrino mobile technology, we’ve found the overall quality is higher, the support for industry-standard security technologies is higher, and connections are consistently maintained. Configuration, training and deployment are all simplified.”

Thomas Alfieri, Director of IT, Owens Corning

To help you build a more secure wireless LAN environment, Intel Centrino mobile technology supports a wide range of industry wireless LAN security standards and leading third party solutions.[§] Support is available for standards such as 802.1X, WEP and WPA, as well as Cisco Compatible Extensions like LEAP and CKIP.[§] Intel Centrino

mobile technology enables the high performance needed for VPN and other processor-intensive security applications. And Intel continues to work with leading wireless security solution vendors to support Intel Centrino mobile technology compatibility with their advanced security products on common notebook configurations.⁺



Breakthrough.

Enterprises worldwide are using wireless mobility to drive productivity up and TCO down. Intel Centrino mobile technology is a powerful combination of mobile technologies that can transform the way your employees work — both in and out of the office. Give your workforce the breakthrough mobile performance it needs to compete, now and in the future.



**Talk with your
PC supplier
about deploying
Intel Centrino mobile
technology-based
notebooks—and
find out what
wireless mobility
can do for your
enterprise.**

To learn more,
visit us on the Web at:

intel.com/ebusiness/mobile

intel®

intel.com/ebusiness/mobile

+ Wireless connectivity and some features may require you to purchase additional software, services or external hardware. Availability of public wireless LAN access points limited and some hotspots may not support Linux-based Intel Centrino mobile technology systems. System performance measured by MobileMark[®] 2002. System performance, battery life, wireless performance and functionality will vary depending on your specific operating system, hardware and software configurations. See http://www.intel.com/products/centrino/more_info for more information.

∞ Dual band WLAN supports low band capabilities (5.15 GHz to 5.35 GHz) only. Low band capabilities are not supported in all countries. Check with your PC manufacturer for details on availability.

‡ AES has specific operating system requirements, and requires both access point support and a PC software upgrade that will be available in 2H'04. Available on 802.11 b/g only. Check with your PC manufacturer for availability.

§ Some security solutions may not be supported by your PC's operating system and/or by your PC manufacturer. Check with your PC manufacturer for details on availability.

1 "Taking Business Mobile: The Impact of Wireless and Mobile Technology," META Group, April 2004

2 "The Payoff of Wireless IT Investments," CIO Magazine, 2004

3 "The Positive Payback of Notebooks Over Desktops," Gartner, Inc., September 2003

4 Mark Margevicius, Research Director, Gartner, Inc.

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